CLAIMS:

The embodiments of the invention in which an exclusive property or privilege is claimed are:

1. A system for implementing a wireless and/or mobile conferencing solution.

2. The system of claim 1, which exists as part of a computer program product, comprising:

    a) a computer readable memory medium; and

    b) a computer program including the logic required to the steps, methods and rules as such.

3. The system of claim 2, whereby other elements of said suite of computer program products remains articulated within the telecommunications operator's (or like entity's) network.

4. The system of claim 3, whereby such other elements include computer program products articulated to provide multi-cast server functionality, thereby enabling real-time simultaneous multi-media communication between suitably equipped wireless handsets or devices together with the functionality for real-time distribution of multi-media content.

5. The system of claim 3, whereby such other elements include computer program products articulate to provide conference bridge functionality.

6. The system of claim 5, where such conference bridge functionality refers to elements of the computer program product as the conferencing application (which hosts elements as the service logic and network interface modules (which enable the service logic) and other operations (as conference resource management, call handling, among others)), the Multimedia Voice Interface Unit (MVIU) (which provides the requisite functionality for an interactive voice server that permits prompting and collecting of information from the caller, and playing voice announcements to the conference participants) and the conference bridge server (designed to provide media server functionality capable of several simultaneous, multiparty audio conferences).

7. The system of clam 6, whereby a party to a conference call dials the Service Access Number (SAN) and the relevant network elements (as the MSC-SSP) per the ordinary course of telecommunication routing detects the dialed conferencing SAN and launches a query to the invention's conferencing application.

8. The system of claim 7, whereupon validation and authentication and invention's MVIU plays a configurable greeting to the new participant.

9. The system of claim 8, where said validation and authentication may occur through Personal Identification Numbers (PINs), voice recognition, SMS, MMS (including picture-based or other such bio-metric identification techniques), or USSD short codes.

10. The system of claim 8, where the participant is connected to the conference bridge server.

11.
~~14.~~ A means for implementing a wireless conferencing solution whereby said conference(s) may be set up through an Unstructured Supplementary Services Data (USSD) based conference scheduling mechanism whereby the conference organizer or 'master' enters a USSD short code command with the required set up information (e.g. time, # of participants, etc.) and upon successful conference call scheduling, the organizer receives the conference call information in an USSD text response.

12.
~~15.~~ The method of claim 14, where the conference call information may also be returned in the alternative or in parallel as an SMS message

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